

ASK U. S. TO CRUSH FAKE ADVERTISING

Associated Clubs Make Appeal
to Federal Trade
Commission.

SPEAKERS AT HEARING SHOW UNFAIR METHODS

Government Charged With Aiding
Evil Unintentionally Through Its
Defective Postal Regulations.

Pleas for the help of the federal government through the federal trade commission in driving unfair and fake advertising methods out of the channels of commerce were made at a public hearing before the commission at the New Willard Hotel today. Representatives of the Associated Advertisers Clubs of the World appeared before the body and pointed out some of the unfair methods of advertising which they declared had the effect of producing unfair competition. They pointed out that in their opinion the government act of the body gave the commission the power to regulate such "unfair competition."

In the course of the statements the United States government was charged with being one of the greatest offenders in aiding unfair competition. This was brought about by permitting firms to use the mails in so-called "get-rich-quick" schemes, although the speakers admitted that the issuance of fraud orders served to correct this to some extent. But these, they pointed out further, came only after public confidence had been destroyed.

Honest Business Injured.

Herbert S. Houston of New York was the first speaker. He declared that the methods of fake advertisers created grave abuses, which served to injure honest business men. He outlined the work of the advertising clubs in attempting to bring about fair competition. This was brought about by permitting firms to use the mails in so-called "get-rich-quick" schemes, although the speakers admitted that the issuance of fraud orders served to correct this to some extent. But these, they pointed out further, came only after public confidence had been destroyed.

Much is accomplished through moral suasion on the part of the vigilance committees, according to Houston, who said that when a piece of fake or misleading advertising was discovered the advertiser was communicated with, and the advertiser was usually corrected.

He declared that he had been informed by the director of the Post Office Department that up until last June fully \$239,000,000 had been taken from the public of this country by mail order concerns against which fraud orders had been issued. He asserted that it was the opinion of the advertising association officials and members that these vigilance committees could be the means of gathering definite first-hand information against mail-order concerns which were engaged in false advertising. Almost all such cases, he said, would be legitimate. That this is a great abuse, he added, is realized by the Post Office Department and the advertising clubs.

He asked for a ruling or an expression of the commission as to whether it was willing to receive any information from the public of this country to the attention of the clubs. He said the clubs could become an ally of the commission.

Examples of Unfair Methods.

James Keeley, editor of the Chicago Record-Herald, read excerpts from a number of letters of firms, in which the belief was expressed that false advertising was unfair competition. He spoke of the method of a Chicago department store for preventing false advertising from creeping into its "copy."

In addition to instructing the heads of the various departments to tell only the truth, the store maintained three censors who reviewed the advertising "copy" carefully. Then it employed two women who went around each day to see that the goods were just as described in the advertisements, and "if they were not then the buyer in that particular department would certainly get from it."

He spoke of the fact that, although it is public, said Mr. Keeley, there is no such thing as a white lie. He continued, should be restrained from dishonest acts in unfair advertising. He pointed out that the commission should be instructed to require that the advertiser should be allowed to use the word "copy" for legitimate business. To use the word "copy" for anything else is unfair and diminishes the value of one of the greatest public utilities.

Watch Dealer Is Exposed.

H. J. Kenner, executive secretary of the national vigilance committee, gave a number of instances of fake advertising uncovered by the national commission.

mittee and its allies. He spoke of a watch advertisement, where a gold filled railroad watch guaranteed for twenty-five years was advertised to sell for \$2.50. It was found to contain twenty-five jewels. An examination disclosed, he said, that the watch contained eleven jewels, and they were of a celluloid composition. There was not more than a cheap one, and in the case, it could not pass railroad inspection, and \$2.50 was declared to be a high retail value, although \$25. The post office, he said, would shortly take action against such people.

However, he said that by moral suasion the vigilance committee had induced a number of merchants to change the wording of advertising where it was found to be false.

Points to German Law.

He spoke of the German law advertising law as a model one to correct the false advertising evil. Asked by Commissioner Davies if he was familiar with the German law of correct false advertising, he said he was. When his opinion on it was sought he said that he believed the bill was framed as a result of information given before the committee hearings, and with no reference to the conditions in commerce. He said it was a good bill as far as it went, but that it was not broad enough.

E. T. Meredith of Des Moines, Iowa, declared that if firms thought they were going to get into the hands of the federal government in making false statements they would be a lot more careful. He pointed out the commission to take up the question.

Charles H. Porter, president of the Chicago Advertisers' Club, expressed his opinion that the commission would take up the question of unfair competition. Just before adjournment he declared that he was going to file 100 complaints for investigation, and if it sent out letters it was sure it could get 5,000 in return. He said he would be glad to receive complaints from the clubs and from individuals, and were individuals to file complaints the commission would be glad to have the national organization appear as an intervenor.

Charles J. Columbus, secretary of the Retail Merchants' Association of this city, which has been conducting a campaign against fake advertising, and Joseph Berberich, chairman of the fake advertising committee, were present at this morning's session, but were not heard. They will be heard when the hearing is resumed at the commission's headquarters in the Department of Commerce building this afternoon.

WAR OFFICIALLY REPORTED

GERMAN STATEMENT.

BERLIN, November 23, via London, 3:20 p.m.: In the western theater: Favored by clear weather, there were lively artillery duels at various places on this front. The activity of other kinds of fire also continues.

In the Bois le Pretre two enemy mine explosions were successful. A French biplane, after an aerial fight near Aure, in the Champagne, fell to the earth.

In the eastern theater: There is nothing to report. In the Balkan theater: North of Mitrova, the enemy was thrown back in rear-guard battles. Bulgarian forces fighting southeast of Pristina are victoriously advancing. In the region near Pristina 8,000 Serbians were made prisoners and 22 machine guns and 14 cannons were captured.

AUSTRIAN STATEMENT.

VIENNA, November 23, via London, November 23:

Russian theater: There is nothing new. Italian theater: The Italians continued their attacks against the entire bridgehead of Gorizia obstinately, but unsuccessfully. There was especially bitter fighting in the district of Osilava, where our tried Dalmatian landwehr, assisted by the brave Carniola 17th Regiment of Infantry, completely recaptured the portion of our position which fell into the enemy's hands.

The southern portion of Podgora was attacked five times. The desperate Italian attacks collapsed before our fire in hand-reading fighting. On the sector of the plateau of Dobrodo the efforts of the enemy were especially directed against San Martino. After heavy artillery preparation the Italians succeeded in penetrating our position, but by a night counter attack we recaptured the lost portion of the trench, with the exception of a small salient.

North of the bridgehead of Gorizia weak enemy forces crossed the Isonzo south of Zagora. In the evening the left bank of the river again was cleared of the enemy.

On the Tyrolean front the Italians have especially directed their attention against Col di Lana, perhaps in order to justify numerous reports concerning their successes in this district. The Italian gunfire here was stronger than ever yesterday. Three attacks against the summit of the mountain were repulsed.

Southeastern theater: The Austro-Hungarian forces fighting in the district of Canike, elected the Montenegrins from positions on the northern slopes of the Golea mountain. East of Gorazde fighting continues. Austro-Hungarian detachments from Nova Varos are approaching Priepolje. In Novipazar the army of Gen. Koevess

captured 50 mortars, 8 field guns, 4,000,000 rounds of cartridges and much war material. The enemy, who still remained east of the town, was driven off by the German troops, which captured prisoners. The Austro-Hungarian column advancing in the Ibar valley yesterday captured north of Mitrovitza three Serbian positions, one lying behind the other. When night fell a fourth position was taken by surprise. Here we captured 200 men, 6 guns, 4 machine guns, 1 ammunition column and numerous horses. In successful fighting the army of Gen. von Gallwitz south of the Prelopolje ridge captured 1,500 Serbians.

BRITISH STATEMENT.

LONDON, November 23 (statement dated November 22):

Our artillery has during the past four days carried out an organized bombardment of many portions of the hostile lines with great effect. The enemy's artillery has been active north of Loos, east of Armentieres and east of Ypres.

A German aeroplane landed within our lines southwest of Ypres. The pilot and observer, who stated that they had lost their way, were captured. The machine was not damaged.

Statements in the German report of the 21st regarding our front position in every particular. The report states that a large mine was successfully exploded in our position on the Tynes-Zonnebeke railway. The mine in question exploded well in front of our trenches. It caused the enemy to get into confusion, and we have occupied the ground on either side of the crater.

The enemy made air raids on Poperinghe November 18 and 20. No damage whatever was done to the railway or any building in the district. Two soldiers were wounded and four cows were killed. In the second raid one bomb caused casualties to eight men. None of the others had any effect.

With regard to the enemy's denial of my (Field Marshal French's) estimate of his loss in killed October 8, my report referred to the whole attack on the 8th of October. The enemy attacked not only to the southeast of Loos, but also southeast and northeast of that place. All further information obtained, including this report of the casualties southeast of Loos, confirms my original estimate.

From Dardanelles headquarters:

Two British aeroplanes successfully attacked the railroad station at Fethiye, near Samsun, on November 19. One machine unfortunately was brought down by the enemy's fire, but the pilot managed to land safely in the marshes on the opposite side of the river, where he burned his machine. Meanwhile the pilot of the other aeroplane, who was alone, seeing his friend's mishap, landed beside him and succeeded in bringing him away just in time to escape capture by the enemy, who were running toward him.

At Russell's Top, in the Anzac zone on the western side of Gallipoli peninsula, where the Turks recently fired a mine, we succeeded in occupying November 20, part of the enemy's underground workings. A fight occurred underground, in which two Turks were shot by an officer. Several others were killed with bombs.

FRENCH STATEMENT.

PARIS, November 23, 2:30 p.m.:

There is nothing to add to our preceding communication. During the day of November 22 French aviators at various points on the front took part in fights which resulted in our advantage. In Belgium two German aeroplanes were completely destroyed by our aeroplanes to come to earth. In the region of Rheims two aviators pursued by us flew away. In the Champagne district and on the borders of the Argonne there have been five aerial engagements, as a result of which three German aviators were killed and one was captured. The fifth came down to the ground in flames.

ITALIAN STATEMENT.

ROME, November 23, via Paris, November 23:

The artillery on both sides has been active at different points along the Tyrol-Trentino and Carnia fronts. Enemy artillery tried its usual device of firing shells over the heads of our troops.

structive action on the township of Desoleto, in the Comelico valley. This attempt was beaten down and allured by our fire.

On the Isonzo front the struggle continued yesterday with increasing intensity on the boundary formed by the lower heights of Pevma, Osilava and the hill which faces toward Gorizia between Podgora and Sabotino. The enemy made a determined counter offensive, with the object of recapturing lost positions. His counter attacks were preceded and accompanied by a hurricane of fire from numerous batteries, but the most violent was on the heights northwest of Osilava.

Several times the enemy broke our line and penetrated positions conquered by us, but always was thrown back after a desperate melee. Our brave troops, especially those of the 4th Division, did not yield an inch of their positions, which were covered with blood, and several times they hurled themselves upon the enemy with the bayonet, inflicting heavy losses and taking eighty-nine prisoners. On the Carso plateau our troops, after repulsing four counter attacks during the night, resumed the offensive everywhere at dawn. Fresh progress was made between the summits of Monte San Michele, Toward San Martino we took by assault a strong trench on the position called the long tree. We took 202 prisoners, 100 of whom were officers, 1 trench gun, two machine guns, 1 trench mortar, arms and munitions.

BULGARIAN STATEMENT.

SOFIA, November 22, via London, November 23:

After bitter fighting our troops have approached Pristina from the north and east. We captured 1,500 men and half a squadron of cavalry. The enemy made air raids on Poperinghe November 18 and 20. No damage whatever was done to the railway or any building in the district. Two soldiers were wounded and four cows were killed. In the second raid one bomb caused casualties to eight men. None of the others had any effect.

RUSSIAN STATEMENT.

PETROGRAD, November 22, via London, November 23:

In the region of the village of Poodkarn, southeast of Riga, we drove back the enemy and demolished a portion of his shelter trenches. On the remainder of the front from the Gulf of Rika to the Pripiet river the situation is unchanged.

On the left bank of the Dvina, before the crossings in the sector of Rafalovka, the enemy's positions were destroyed, but without affecting the general situation.

In Galicia, on the southern bank of the Strypa, there also have been encounters with enemy advance guards who crossed the river. Enemy elements which assumed the offensive from Benyau to the southern extremity of Lake Ichikov were repulsed. West of Khimilevka fighting continues. Northeast of Baitchach the enemy dislodged the enemy from the village of Petlikovitz. Farther south the enemy occupied the village of Yanovka.

On the Baltic sea, November 20, after a short fight, our torpedo boats near the mouth of the Neva, sank the enemy's submarine. One officer and nineteen soldiers were taken prisoners. We suffered no losses.

On the Caucasus front the situation is unchanged.

TURKISH STATEMENT.

CONSTANTINOPLE, November 22, via London, November 23:

Our artillery here drove off enemy transport vessels which attempted to approach the coast near Ari Burnu and on the morning of the 21st an enemy torpedo boat which tried to enter the straits.

Play Basket Ball Games.

The Church of the Epiphany and Eastern Presbyterian teams were the winners in the two games which marked the opening of the Church Basket Ball League last night in the Y. M. C. A. gymnasium. Excellent work was responsible for the victories in both cases. Kelley lost to Epiphany, and Peck Chapel to Eastern Presbyterian.

100 PERSONS DROWNED.

Bridge Over the Salso River in Sicily Is Washed Away.

ROME, November 23, via London, 2:42 p.m.—One hundred persons were drowned today by the washing away of a bridge over the Salso river near Licata, Sicily.

CAPITAL DESIRES RICH ART WORKS

Advantage of Locating Famous Widener Collection Here Is Cited.

NATIONAL GALLERY A GOOD REPOSITORY

Freer Group Came Here Because of Wide Influence It Might Exert.

It would be an excellent thing, both for Washington and for the country, if the Widener art collection could, eventually, be permanently placed here. This is apparently the consensus of opinion of patrons of art in this city, both official and residential.

Under the terms of the will of late P. A. B. Widener, his son, Joseph E. Widener, is given complete authority over his father's collection of paintings and other objects of art, generally considered as among the most valuable in America.

He is given discretion to present the collection either to the city of Philadelphia, New York or to the National Capitol. In the first-mentioned event Mr. Widener is empowered to erect out of the funds of his father's estate an art gallery properly endowed.

Many Works of Old Masters.

That the national gallery of art, situated in the National Museum, be given first consideration as the proper repository for the collection comes as a natural sequence to the idea of its location here, and the idea is being discussed throughout the National Capitol.

The collection is one of the richest in the country in works by the old masters, paintings which, even if Congress would appropriate the money for purchase could not be purchased today. "If it is possible to secure it for Washington, the collection certainly ought to come here," said Dr. Richard A. Rice, of the division of prints of the Congressional Library today. "As for its situation, there seems to be no alternative. It is a question of elimination. The National Gallery of Art is not only just the place for it, but the only place."

Because no building has, as yet, been erected bearing the name and housing the collection, many persons here and elsewhere are not aware that such a gallery exists. The national art collections at present are housed in the National Museum, under the custody of the Smithsonian Institution. These national paintings left by Harriet Lane Johnston, chiefly by foreign painters, and paintings by American artists presented to the nation by William T. Evans.

Will House Freer Collection.

Also to be reckoned with these is the famous Freer collection, comprising works by oriental artists and the choicest collection of works by Whistler in existence, which has been deeded to the nation by Charles L. Freer of Detroit, and for which a separate building is being erected by Mr. Freer. It was understood this collection would not come to Washington until Mr. Freer died, but recently a site has been selected for it adjacent to the Smithsonian.

You Can Enjoy Life

Eat what you want and not be troubled with indigestion if you will take a **Rexall Dyspepsia Tablet** before and after each meal. Sold only by Rexall's 25c a box. O'Donnell's Drug Stores.

ian Institution. Plans have been made and the work of building will soon begin.

Mr. Freer's reasons for giving his valuable collection to Washington were that it would, in the National Capitol, exert a wider influence than in any other place in the country. This decision was reached after a very careful study of conditions in other cities, and a study of the use of art museums are put to elsewhere. It is logical to suppose that the same reasons may influence Joseph E. Widener to present his splendid collection assembled by his father to the nation.

Others Argue for Washington.

Others who have expressed hopes that the collection may be brought to Washington include Miss Leila Mechlin, a member of the American Federation of Arts; Mrs. Christian Hennrich, Dr. Charles D. Walcott, secretary of the Smithsonian Institution; Mrs. Hennen Jennings and Prof. Mitchell Carroll, professor of the American Federation of Washington University.

As one man put it, as between New York and Washington, New York's collections are assured and established and that city does not really need the Widener collection. As between Philadelphia and Washington, it is a question between a man's own home and his National Capitol, and the case of the Freer collection should serve in this instance as a proper guide. Mr. Freer being of the opinion that it would be to the capital of the country rather than the city of his own residence.

Would Be Appreciated.

That through its location here the collection would be thoroughly and universally appreciated is evidenced, for example, by these two facts. The Congressional Library, an institution, the nature of whose collections strongly influences art lovers, and whose visitors come from every state in the Union, and, sooner or later, from nearly every town in every state, in the year covered by the latest report of the librarian, had 788,071 visitors, or a daily average of 2,199. The new structure of the library, which is now under construction, will accommodate more than 800,000 visitors a year.

The Widener collection has been assembled with remarkable judgment and without regard to expense. It is said that in a single year Mr. Widener spent \$1,200,000 in acquisitions. Among these was Raphael's "Madonna," for which he is reported to have paid \$700,000. One of his more recent purchases was "The Mill," by Rembrandt, for which he gave \$500,000.

Noted Gems in Collection.

There are no less than three Rembrandts in the collection.

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